



WSFA
12 East Delano Ave.
Montgomery, AL 36105
Main: (334) 288-1212
Billing: (334) 288-1212

www.wsfa.com

Billing Address:

Main Street Media Group
Attention: Accounts Payable
PO Box 25093
Alexandria, VA 22313

Send Payment To:

WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
1816543-2	10/01/17	October 2017	09/25/17 - 09/26/17

Property	Account Executive	Sales Office	Sales Region
WSFA	Ryan Eddins	HRP-Washingto	National

Advertiser	Product	Estimate Number
ISS/Senate Leadership Fun	SENATE LEADERSHIP FU	3709

Flight Dates	Order #	Alt Order #
09/20/17 - 09/26/17	1816543	08806584

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2
	155	385

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
24	09/25/17	09/25/17	WSFA 12 News at Ten - MF	10-1035pm	1-----	:30	1	\$675.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$675.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	10:12 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	SLFTV30AL11H	\$675.00 NM
25	09/25/17	09/25/17	NBC Today with Kathie L ee	10-11am	1-----	:30	1	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$115.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	10:34 AM	NBC Today with Kathie Lee	10-11am	:30	SLFTV30AL11H	\$115.00 NM
26	09/25/17	09/25/17	Tonight Show	1035-1137pm	1-----	:30	1	\$260.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$260.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	11:35 PM	Tonight Show	1035-1137pm	:30	SLFTV30AL11H	\$260.00 NM
27	09/25/17	09/25/17	ALABAMA LIVE @ 11A	11-1130Am	1-----	:30	1	\$70.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$70.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	11:23 AM	ALABAMA LIVE @ 11A	11-1130Am	:30	SLFTV30AL11H	\$70.00 NM
28	09/25/17	09/25/17	ALABAMA LIVE @ 1130 AM	1130A-12P	1-----	:30	1	\$70.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$70.00									
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We warrant that the actual broadcast information shown on this invoice was taken from the Program Log and will be available, on request, for inspection by the advertiser or agency for 12 months from the date of invoice. Our Terms, Where Credit Has Been Extended, are Net 30 Days From Date of Invoice.

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Advertiser	Product	Estimate Number	
ISS/Senate Leadership Fun	SENATE LEADERSHIP FU	3709	

www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																		
28	09/25/17	09/25/17	ALABAMA LIVE @ 1130 AM	1130A-12P	1-----	:30	1	\$70.00	NM																																		
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WSFA	M	09/25/17	11:48 AM	ALABAMA LIVE @ 1130AM	1130A-12P	:30	SLFTV30AL11H	\$70.00	NM																																	
29	09/25/17	09/25/17	Late Night w/ Seth Meyer s	1137p-1237x	1-----	:30	1	\$25.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	09/25/17	10/01/17	1-----	1	\$25.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WSFA	M	09/25/17	12:21 AM	Late Night w/ Seth Meyers	1137p-1237x	:30	SLFTV30AL11H	\$25.00	NM																																	
30	09/25/17	09/25/17	Last Call With Carson Daily Late	1230-107x	1-----	:30	1	\$15.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WSFA	M	09/25/17	1:06 AM	Last Call With Carson Daily Late	1230-107x	:30	SLFTV30AL11H	\$15.00	NM																																	
31	09/25/17	09/25/17	WSFA 12 News at Noon	12-1230pm	1-----	:30	1	\$225.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WSFA	M	09/25/17	12:26 PM	WSFA 12 News at Noon	12-1230pm	:30	SLFTV30AL11H	\$225.00	NM																																	
32	09/25/17	09/25/17	RIGHT THIS MINUTES	130-2p	1-----	:30	1	\$70.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	09/25/17	10/01/17	1-----	1	\$70.00																																						
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1	WSFA	M	09/25/17	1:59 PM	RIGHT THIS MINUTES	130-2p	:30	SLFTV30AL11H	\$70.00	NM																																	
33	09/25/17	09/25/17	HARRY	2-3p	1-----	:30	1	\$60.00	NM																																		
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	09/25/17	10/01/17	1-----	1	\$60.00																																						
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1	WSFA	M	09/25/17	2:19 PM	HARRY	2-3p	:30	SLFTV30AL11H	\$60.00	NM																																	
34	09/25/17	09/25/17	JUDGE JUDY 2ND RUN	3-330p	1-----	:30	1	\$135.00	NM																																		
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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
35	09/25/17	09/25/17	JUDGE JUDY 1ST RUN	330-4p	1-----	:30	1	\$135.00	NM
36	09/25/17	09/25/17	Today in Alabama 430a	430-445a	1-----	:30	1	\$15.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$15.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	M	09/25/17	4:42 AM	Today in Alabama 430am	430-445a	:30	SLFTV30AL11H	\$15.00 NM
37	09/25/17	09/25/17	Today in Alabama 5am	5-530a	1-----	:30	1	\$225.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$225.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	M	09/25/17	5:22 AM	Today in Alabama 5am	5-530a	:30	SLFTV30AL11H	\$225.00 NM
38	09/25/17	09/25/17	WSFA 12 News at Five	5-530pm	1-----	:30	1	\$420.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$420.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	M	09/25/17	5:16 PM	WSFA 12 News at Five	5-530pm	:30	SLFTV30AL11H	\$420.00 NM
39	09/25/17	09/25/17	Today in Alabama 530a	528am-6am	1-----	:30	1	\$285.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$285.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	M	09/25/17	5:56 AM	Today in Alabama 530a	528am-6am	:30	SLFTV30AL11H	\$285.00 NM
40	09/25/17	09/25/17	WSFA 12 News at Six - MF	6-630pm	1-----	:30	1	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$800.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	M	09/25/17	6:22 PM	WSFA 12 News at Six - MF	6-630pm	:30	SLFTV30AL11H	\$800.00 NM
41	09/25/17	09/25/17	Today In Alabama	6a-7a	1-----	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$450.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	M	09/25/17	6:52 AM	Today In Alabama	6a-7a	:30	SLFTV30AL11H	\$450.00 NM
42	09/25/17	09/25/17	ENTERTAINMENT TONI	630-7p	1-----	:30	1	\$485.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$485.00									
<u>Spots: #</u>	<u>Ch</u>	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u> <u>Type</u>
1	WSFA	M	09/25/17	6:57 PM	ENTERTAINMENT TONIGHT	630-7p	:30	SLFTV30AL11H	\$485.00 NM
43	09/25/17	09/25/17	NBC Today Show	7-9am	1-----	:30	1	\$260.00	NM

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INVOICE



Send Payment To:

WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1816543-2	10/01/17	October 2017	09/25/17 - 09/26/17
Advertiser	Product	Estimate Number	
ISS/Senate Leadership Fun	SENATE LEADERSHIP FU	3709	

www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$260.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	7:58 AM	NBC Today Show	7-9am	:30	SLFTV30AL11H	\$260.00 NM
44	09/25/17	09/25/17	Monday Prime Other	7-9p	1-----	:30	1	\$675.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$675.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	7:47 PM	Monday Prime Other	7-9p	:30	SLFTV30AL11H	\$675.00 NM
45	09/25/17	09/25/17	NBC Today 2	9-10am	1-----	:30	1	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$115.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	9:57 AM	NBC Today 2	9-10am	:30	SLFTV30AL11H	\$115.00 NM
46	09/25/17	09/25/17	Monday Hour 3	9-10pm	1-----	:30	1	\$675.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 1----- 1 \$675.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	09/25/17	9:35 PM	Monday Hour 3	9-10pm	:30	SLFTV30AL11H	\$675.00 NM
85	09/26/17	09/26/17	NBC Today with Kathie L ee	10-11am	-1-----	:30	1	\$115.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 -1----- 1 \$115.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Tu	09/26/17	10:34 AM	NBC Today with Kathie Lee	10-11am	:30	SLFTV30AL11H	\$115.00 NM
86	09/26/17	09/26/17	ALABAMA LIVE @ 11A	11-1130Am	-1-----	:30	1	\$70.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 -1----- 1 \$70.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Tu	09/26/17	11:07 AM	ALABAMA LIVE @ 11A	11-1130Am	:30	SLFTV30AL11H	\$70.00 NM
87	09/26/17	09/26/17	ALABAMA LIVE @ 1130 AM	1130A-12P	-1-----	:30	1	\$70.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 -1----- 1 \$70.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	Tu	09/26/17	11:59 AM	ALABAMA LIVE @ 1130AM	1130A-12P	:30	SLFTV30AL11H	\$70.00 NM
88	09/26/17	09/26/17	Today in Alabama 430a m	430-5a	-1-----	:30	1	\$15.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 09/25/17 10/01/17 -1----- 1 \$15.00									

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1816543-2	10/01/17	October 2017	09/25/17 - 09/26/17
Advertiser	Product	Estimate Number	
ISS/Senate Leadership Fun	SENATE LEADERSHIP FU	3709	

www.wsfa.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
88	09/26/17	09/26/17	Today in Alabama 430a m	430-5a	-1-----	:30	1	\$15.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA Tu 09/26/17 4:48 AM Today in Alabama 430am 430-5a :30 SLFTV30AL11H \$15.00 NM									
89	09/26/17	09/26/17	Today in Alabama 5am	5-530a	-1-----	:30	1	\$225.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/25/17 10/01/17 -1----- 1 \$225.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA Tu 09/26/17 5:10 AM Today in Alabama 5am 5-530a :30 SLFTV30AL11H \$225.00 NM									
90	09/26/17	09/26/17	Today in Alabama 530a	528am-6am	-1-----	:30	1	\$285.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/25/17 10/01/17 -1----- 1 \$285.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA Tu 09/26/17 5:45 AM Today in Alabama 530a 528am-6am :30 SLFTV30AL11H \$285.00 NM									
91	09/26/17	09/26/17	Today In Alabama	6a-7a	-1-----	:30	1	\$450.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/25/17 10/01/17 -1----- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA Tu 09/26/17 6:54 AM Today In Alabama 6a-7a :30 SLFTV30AL11H \$450.00 NM									
92	09/26/17	09/26/17	NBC Today Show	7-9am	-1-----	:30	1	\$260.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/25/17 10/01/17 -1----- 1 \$260.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA Tu 09/26/17 7:59 AM NBC Today Show 7-9am :30 SLFTV30AL11H \$260.00 NM									
93	09/26/17	09/26/17	NBC Today 2	9-10am	-1-----	:30	1	\$115.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/25/17 10/01/17 -1----- 1 \$115.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WSFA Tu 09/26/17 9:56 AM NBC Today 2 9-10am :30 SLFTV30AL11H \$115.00 NM									
121	09/25/17	09/26/17	ALABAMA LIVE	11A-12P	MT-----	:30	2	\$55.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/25/17 10/01/17 MT----- 2 \$55.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
3 WSFA M 09/25/17 11:05 AM ALABAMA LIVE 11A-12P :30 SLFTV30AL11H \$55.00 NM									
2 WSFA Tu 09/26/17 11:39 AM ALABAMA LIVE 11A-12P :30 SLFTV30AL11H \$55.00 NM									
123	09/25/17	09/25/17	Late Night w/ Seth Meyer s	1137p-1237x	M-----	:30	1	\$25.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/25/17 10/01/17 M----- 1 \$25.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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Advertiser	Product	Estimate Number	
ISS/Senate Leadership Fun	SENATE LEADERSHIP FU	3709	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
123	09/25/17	09/25/17	Late Night w/ Seth Meyers	1137p-1237x	M-----	:30	1	\$25.00	NM
<div>Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type</div>									
<div>1 WSFA M 09/25/17 12:35 AM Late Night w/ Seth Meyers 1137p-1237x :30 SLFTV30AL11H \$25.00 NM</div>									
Total Spots							35		

Payment Terms 30 Days

<u>Gross Total</u>	\$8,000.00
<u>Agency Commission</u>	\$1,200.00
<u>Net Amount Due</u>	\$6,800.00

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